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(54) **Title**: METHODS AND SYSTEMS FOR PARTIAL PERSONALIZATION DURING MOBILE APPLICATION UPDATE

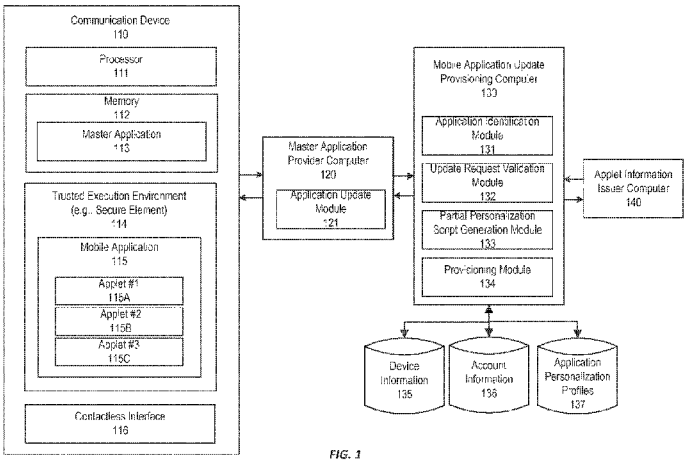

FIG. 1

(57) **Abstract**: Embodiments of the present invention are directed at methods and systems for providing a partial personalization process that allows for more efficient and effective personalization of a mobile application on a communication device after updating the mobile application. For example, personalization profiles associated with multiple versions of the mobile application may be stored at an application update provisioning system and the application update provisioning system may determine the appropriate partial provisioning information to update the mobile application for each migration notification. Accordingly, a tailored partial personalization script including only that personalization information that is to be updated for the updated version of the mobile application may be generated and installed to enable new functionality and/or update the information contained within an updated mobile application, without requiring re-personalization of all personalized information into the updated mobile application.

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